

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Mayor be authorized to sign and submit a Grant Application to the Texas Forest Service on behalf of the City of El Paso in the amount of \$10,000.00 for the "Every Tree Has A Story" urban forestry promotion program; and

That the Office of the Mayor be authorized to furnish additional information that may be required by the Texas Forest Service in connection with the Grant Application for this Project; and

That the Mayor be authorized to execute, on behalf of the City of El Paso, any Grant Agreement and related documents, and any amendments to the initial Grant Agreement which increases or decreases funds, provided that no additional City funds are required, upon approval by the Texas Forest Service.

[In-kind matching funds in the amount of \$10,000 provided by El Paso Green Sweep Committee]

APPROVED this 13th day of **July, 2004**.


THE CITY OF EL PASO

Joe Wardy
Mayor

ATTEST:

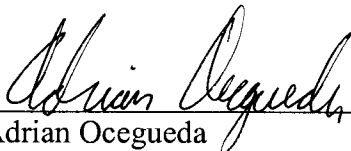
Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:



Kevin D. Elkins
Assistant City Attorney

APPROVED AS TO CONTENT:



Adrian Ocegueda
Executive Assistant to the Mayor

72-2004

GRANT APPLICATION REVIEW

DEPARTMENT

Street Department

TYPE OF GRANT

50/50 Match – Arborist Staff Position

CONTROL #

805

GRANTOR

Texas Forest Service

EFFECTIVE DATE

07/15/2004

MATCHING FUND REQ

☒

YES

☐

NO

SOURCE OF FUNDS (GRANT AMOUNT, MATCHING, IN-KIND, INTERGOVERN.)

\$20,000 grant. \$20,000 match.

JUL 7'04 PM 4:49

PERSONNEL FUNDED BY GRANT

City Arborist

BRIEFLY DESCRIBE HOW GRANT WILL BE USED AND ANY SPECIAL CONDITIONS FOR GRANT:

Grant will fund half of City Arborist Position.

REVIEWED BY:

C Bertolis 7-7-04

CHIEF FINANCIAL OFFICER

J. L. 7/8/04

CHIEF ADMINISTRATIVE OFFICER

OMB

David A. 7-8-04

GRANTS ACCOUNTING MANAGER

H. Bontlesky 7/8/04

GRANTS COORDINATOR

Thomas M. Doyle 7/7/04

COMMENTS

CITY'S PORTION IS FUNDED IN STREET DEPARTMENT GENERAL FUND AS
HALF THE COST OF THE POSITION IN PERSONAL SERVICES. DA



TEXAS

FOREST SERVICE

The Texas A&M University System



Urban Forestry Partnership Grant Program 2004 Grant Application Form

Part I: Applicant Information

Project Title: Every Tree Has a Story		For Official Use Only	
Organization: City of El Paso - Office of the Mayor		Grant No.	
Mailing Address: 2 Civic Center Plaza -10th Floor		Statewide: <input type="checkbox"/> Local: <input type="checkbox"/>	
City: El Paso		State: TX ZIP: 79901	
Contact Person/Title: Adrian Ocegueda C/O El Paso Greensweep Committee			
Daytime Telephone: (915) 433-7908		E-mail Address: dwardy1@elp.rr.com	
Is your organization tax exempt? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Federal Employer ID Number: 74-6000749			

Part II: Executive Summary

A narrative of no more than three (3) typed pages must accompany each grant application form. The first part of this narrative should be in the form of a one-paragraph *Executive Summary* that briefly describes the project.

Part III: Organizational Goals

The second part of the narrative should clearly state how the project fits within the mission and goals of the organization by answering most or all of the following questions:

What is the overall mission of your organization? Who are your members or constituents? What is the role of the organization in promoting urban forestry in the community? How does the project help your group achieve its mission? What problem will it help solve? What will the long-term benefits to your organization and the community be? How will these be measured?

Part IV: Section A -- Project Work Plan

The third part of the narrative should address the following areas:

1. **Project Execution:** describe all planned activities for the project, the timetable for its completion, and the end result or product. A task/timeline chart may be included to summarize the activities.
2. **Participants:** name all the groups that will be involved and what their roles will be.
3. **Use of Federal Funds:** state how grant funds will be spent, along with any local cash contributions.
4. **In-Kind Contributions:** provide the sources and values for all in-kind contributions listed in the project budget.
5. **Project Communication:** describe any publicity for the project or how the results or product will be distributed in the community.

Part IV: Section B -- Project Budget

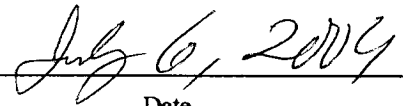
Expense Category	(1) Grant Funds (\$)	(2) Local Cash (\$)	(3) Local In-Kind (\$)
Personnel:			
Office Expenses:			
Travel:			
Supplies and Materials:			
Equipment:			
Professional Services:	2,800.00		2,800.00
Contractual:	7,200.00	3,600.00	3,600.00
Other ():			
*Column Totals:	(a) \$10,000.00	(b) \$3,600.00	(c) 6,400.00
*(a)=Grant Request, and Local Match Total (d)=(b)+(c)		*Local Match Total:	(d) 10,000.00

Part V: Forester Certification (worth 10 pts.)

I hereby certify that I have met with the applicant to review this proposal and the program requirements, and have recommended any changes that would help the project achieve the goals of the Urban Forestry **Partnership** Grant Program.



Signature of TFS Forester



Date

Part VI: Grant Application Authorization

As a duly authorized representative of the organization making this application, I hereby certify that all the information provided herein is true and represents the desires of this organization. I further certify that I understand the purpose and rules of the program, as set out in the Application Guide.

Name and Title of Authorized Representative

Signature of Authorized Representative

Date

"Every Tree Has a Story"

Part II: Executive Summary

The Office of the Mayor of the City of El Paso, through its El Paso Green Sweep Committee (EPGSC), and with the cooperation of the Texas Forest Service and the use of the Urban Forestry Partnership Grant Program will produce a 30 second TV commercial and purchase airtime for promoting trees and their benefits. EPGS will commit \$3,600.00 in matching funds to purchase airtime. The cooperating TV stations will match purchased airtime and EPGSC members and volunteers will oversee the project.

Part III: Organizational Goals

What is the overall mission of EPGSC and who are the constituents?

This entity is a special committee commissioned by the Mayor of El Paso. The Committee is responsible to and reports directly to the Mayor of El Paso, TX. The purpose of the EL PASO GREEN SWEEP COMMITTEE is to establish private/public partnerships to improve the quality of life for the citizens of El Paso, Texas through an increased awareness of environmental needs; and to encourage community involvement that will instill "PRIDE" in its citizens.

Who are the members?

The Mayor of the City of El Paso, TX appoints the Chairperson of the El Paso Green Sweep Committee and members of the committee are appointed by the Chairperson and approved by the Mayor. Members come from both the private and public sector of the community. EPGSC is divided into two main groups the Sweep committee whose emphasis is with community trash and clean up activities and the Green committee whose emphasis is the greening of El Paso.

What is the role of the organization in promoting U&C Forestry in El Paso?

To date EPGSC has been instrumental in promoting and establishing the El Paso Tree Board, which in turn established the Memorial Tree Program and the first city-sponsored Arbor Day Ceremony. The Green committee is interested in promoting urban and community forestry and working with and partnering with other similar groups such as the West Texas Urban Forestry Council. Check us out on our web page.

<http://www.elpasotexas.gov/neighborhoodfirst/greensweep.asp>

How does this project help your group achieve its mission?

This project will help with the educational aspect of the EPGSC mission, helping to promote community forestry and gathering support for future endeavors of the EPGSC.

What problem will it solve?

EPGSC is a new organization this project will help in marketing the group while bringing attention to the community the importance of planting, protecting and preserving trees in our city.

What long-term benefits will be realized?

The goal is to have the commercials affect the community to where it will encourage people to plant more trees, support the efforts of the EPGSC and other associated groups; as well as encouraging citizens and developers to think twice before removing a healthy tree. In the long run, it will help to gather support for future programs such as the Adopt-a-median and public tree care ordinance.

How will these benefits be measured?

EPGSC will keep track of phone calls coming through on its hotline after the commercials are aired.

Part IV: Project Work Plan**Project Description:**

EPGSC Chair Dee Wardy will over see the project; Eileen Karlsruher EPGSC Secretary will work with the advertising agency, Advertising Ink, which is donating time to develop the commercial, and Yolanda Cordova EPGSC Treasurer will be in charge of documentation and expenditures. Volunteers on this project will be comprised of several EPGSC members such as the three mentioned above.

Upon notification from the Texas Forest Service of grant approval, we will follow the timeline below:

October 2004: EPGSC will convene, and vote on resolution and send the grant package to the City for approval of expenditures, and place the grant on council agenda for approval.

November: After City Council approval, EPGSC will work with Advertising Ink to develop the commercial and purchase airtime from local television stations.

December 04 thru August 05: Commercials will air throughout this time, depending on events scheduled such as Arbor Day, and the Summer Olympics. We will try to purchase airtime to where we get the most bang for our buck.

September 15, 2005 or before: Compilation of expenditures and documentation for reimbursement of grant funds.

Participants

Oscar S. Mestas Regional Urban Forester will review the content for the commercial as well as EPGSC members. Input and support will also be solicited from West Texas Urban Forestry Council, Public Service Board and the El Paso Tree Board.

Use of Federal Funds:

\$2,800.00 in grant funds will be used to cover studio costs which includes fees for on-site shoot with camera crew, digitizing, editing, talent, posting and dubs. This will produce the commercial in both English and Spanish. \$7,200.00 will be used for purchasing airtime for a total of \$10,000.00

In-kind Cash:

EPGS committee will commit \$3,600.00 for the purchase of airtime.

In-kind Contributions:

Advertising Ink will donate \$2,800.00 of professional services, including concept, script, digital graphics and production direction, for the production of the commercials and the local television stations will match the remainder \$3,600.00 in donated airtime.

Project Communication:

The project will be featured on the City of El Paso web site and posted on the Mayor's page under the Green Sweep committee. We will also be seeking publicity from the local newspapers, announce it in local newsletters and the KTEP radio show Sunscape as well as the airtime which will be purchased. The Texas Forest Service UF Partnership Grant in cooperation with USDA Forest Service and the Texas Urban Forestry Council will be mentioned and posted as sponsors.

(EXHIBIT A)

POLICY REGARDING THE ACCEPTANCE AND USE OF DONATIONS FROM THE COMMUNITY COLLECTED THROUGH THE EFFORTS OF THE MAYOR'S AD HOC GREEN SWEEP COMMITTEE

The City of El Paso is authorized to accept donations from various business, civic organizations and citizens of funds that are collected through the efforts of members of the Mayor's Ad Hoc Green Sweep Committee.

Only those persons who have signed a Volunteer Application and a Volunteer Agreement with the City of El Paso shall be authorized to solicit and accept such donations. Before any El Paso Green Sweep Committee member solicits donations on behalf of the City from members of the community, the El Paso Green Sweep Committee member is required to read and sign the Volunteer Application and the Volunteer Agreement. The El Paso Green Sweep Committee will maintain a list of all volunteers who have signed a Volunteer Application and Volunteer Agreement and will provide the list to the City.

All donations shall be deposited by the Treasurer of the El Paso Green Sweep Committee with the City's Cashier within three City business days of collection. Receipts shall be provided for all donations. The Treasurer of the El Paso Green Sweep Committee shall create, maintain and provide to the City of El Paso on a monthly basis an on-going balance sheet of all donations, including a list of all contributors to the City's Office of Management and Budget.

The El Paso Green Sweep Committee will recommend projects including a scope of the project and a project cost estimate for City Council approval. Subject to the Mayor's prior approval, the City's departments are authorized to provide administrative support needed for identified project development.

All funds raised through the efforts of the El Paso Green Sweep Committee shall be used only for El Paso Green Sweep Committee recommended projects, as approved by City Council. Solicitation and use of funds shall comply with all applicable statutes and laws.

